Factsheet BerlinWelcomeCard 2023
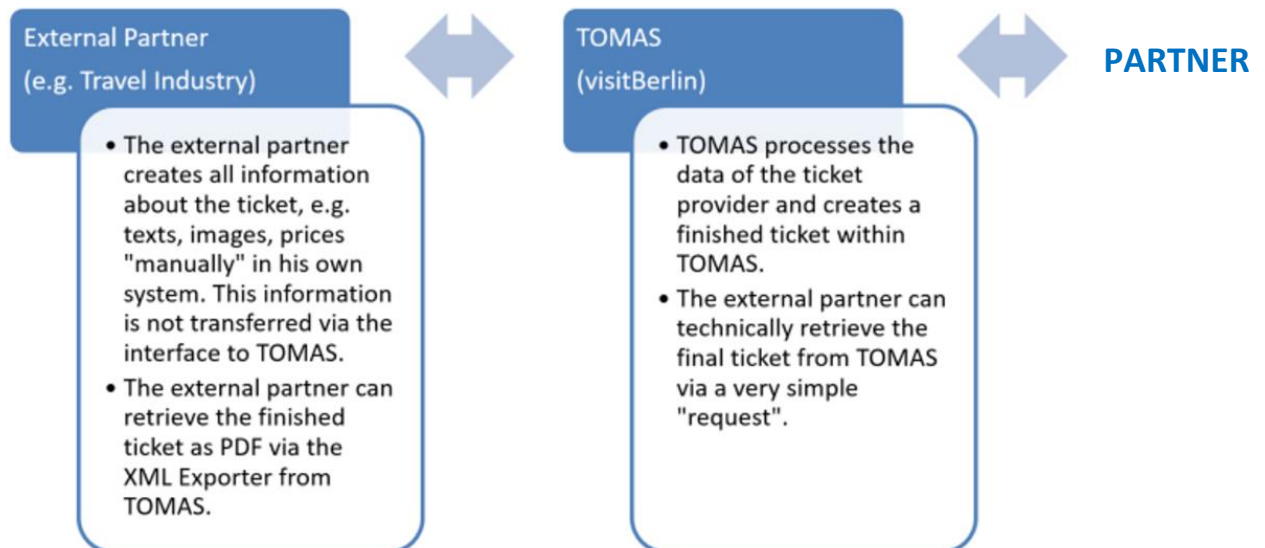
Distribution Channels

Channel Management (API) II Online Ticket System II Booking Partner Programme II Order Form

I API for the *Berlin WelcomeCard* at a glance:

- ✓ API (application programming interface) is a programming interface
- ✓ By using this simple XML request, the Berlin WelcomeCard can be distributed.
- ✓ The partner connects to our system (TOMAS) and offers the Berlin WelcomeCard via its own website or booking platform.
- ✓ Via this interface, the data is exchanged between visitBerlin's system and the booking platform.
- ✓ As soon as a customer buys a Berlin WelcomeCard via the booking platform, a request is sent to our system via the interface.
- ✓ The tickets are generated live and sent to the customer by email.

I Back end

External Partner (e.g. Travel Industry)

- The external partner creates all information about the ticket, e.g. texts, images, prices "manually" in his own system. This information is not transferred via the interface to TOMAS.
- The external partner can retrieve the finished ticket as PDF via the XML Exporter from TOMAS.

TOMAS (visitBerlin)

- TOMAS processes the data of the ticket provider and creates a finished ticket within TOMAS.
- The external partner can technically retrieve the final ticket from TOMAS via a very simple "request".

PARTNER

I Commission

- ✓ **The tickets booked via your interface are automatically assigned to you and you receive the commission for these tickets.**
- ✓ **From one sold ticket per year you will receive the commission level VKZ I (12%) and from at least 3,500 tickets the commission level VKZ II (15.5%).**

I The Online Ticket Shop for the *Berlin WelcomeCard* at a glance:

- ✓ No orders by postage / no returns
- ✓ No advance payments / book on demand
- ✓ Flexibility
- ✓ Cost overview
- ✓ Detailed sales statistics
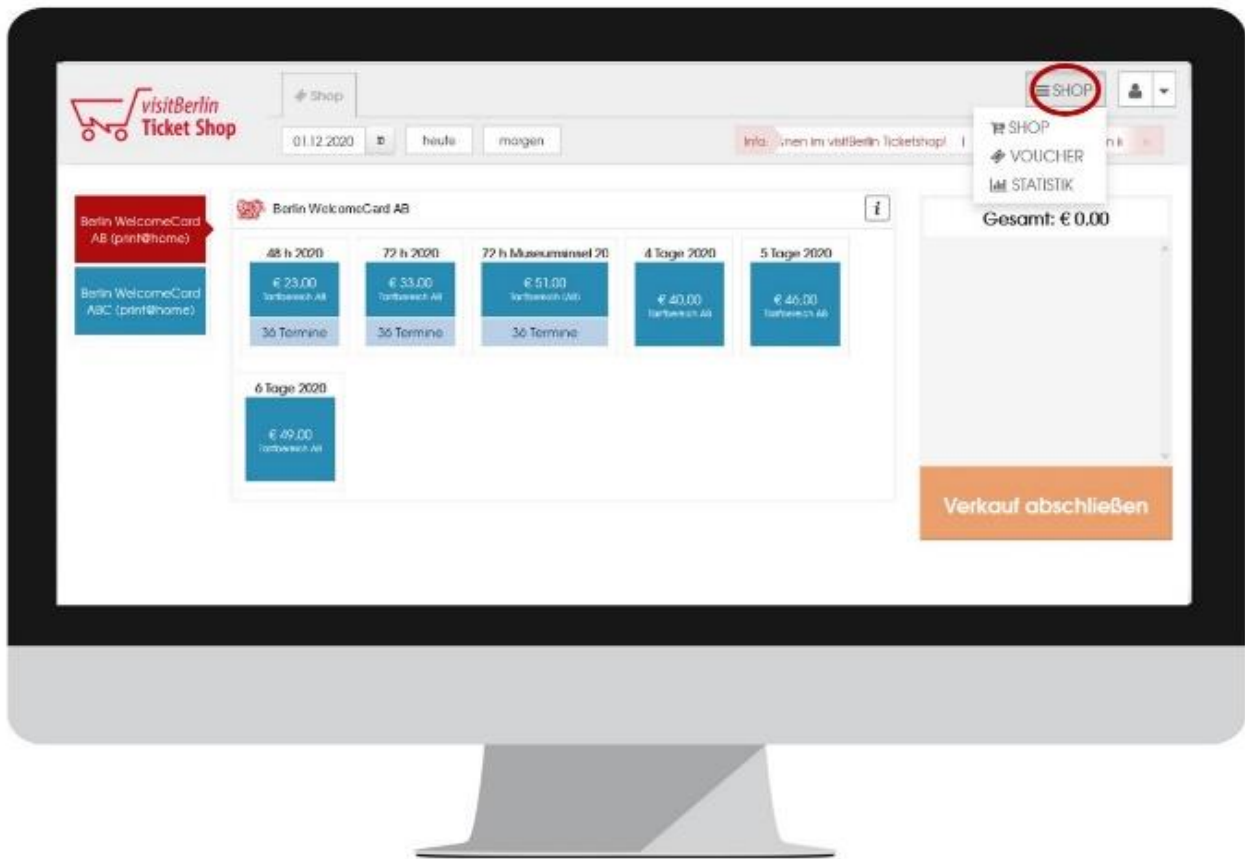- ✓ Customers can use tickets directly, without voucher redemptio

Factsheet BerlinWelcomeCard 2023

Distribution Channels

Channel Management (API) II Online Ticket System II Booking Partner Programme II Order Form

I Preview of the Online Ticket Shop:

- ✓ The visitBerlin Online Ticket Shop works with a webbased Log-In – simply via an internet browser, no additional software is required.
- ✓ We provide you with free access and there are no ongoing costs.
- ✓ The Print@Home ticket can be used directly by the customer for the intended validity period.

I Commission

- ✓ **The booked tickets are automatically assigned and you receive the commission accordingly.**
- ✓ **From 50 tickets sold per year, you will receive commission level VKZ I (12%) and from at least 3,500 tickets, commission level VKZ II (15.5%).**

Factsheet BerlinWelcomeCard 2023

I The Widget for the *Berlin WelcomeCard* at a glance:

- ✓ Our new widget solution is a script that can be easily integrated into the HTML code of your homepage.
- ✓ The entire booking process takes place within the widget, the customer does not have to leave your homepage.
- ✓ Contractual relationships are established exclusively between *visitBerlin* and the end customer.

I Preview of the Widget:

Berlin WelcomeCard 🛒 0

	Fare Zone AB	Fare Zone ABC
4 days	40,00 €	45,00 €
48 hours	23,00 €	28,00 €
5 days	46,00 €	49,00 €
6 days	49,00 €	52,00 €
72 hours	33,00 €	38,00 €

With the Berlin WelcomeCard Museum Island you get free entry to the museums of the Museum Island. Buy online now:

Berlin WelcomeCard 🛒 0

	72 h Museum Island
Fare Zone AB	55,00 €
Fare Zone ABC	59,00 €

- ✓ The colour of the elements can be adapted to the surroundings of your website to enable integrated design.
- ✓ The widget can be placed anywhere on your website, but should have a minimum width of 1024 px.
- ✓ The customer books independently and completes the payment.
- ✓ The Print@Home ticket can be used directly by the customer for the intended validity period.
- ✓ Languages: English & German
- ✓ Automatic price adjustments

I Commission

- ✓ **The booked tickets are automatically assigned and you receive the commission accordingly.**
- ✓ **From 1 ticket sold per year, you will receive commission level VKZ I (12%) and from at least 3,500 tickets, commission level VKZ II (15.5%).**

I Order Form for the *Berlin WelcomeCard* and *Museum Pass* at a glance:

Order Form Travel Industry / Sales partner
sales partner service for tickets (BWC 2023/Museum Pass)

Provider: Berlin Tourismus & Kongress GmbH, Am Karlsbad 11, 10785 Berlin, Germany (*visitBerlin*)

Tel: +49 (0)30-26 47 48 862 I E-Mail: orderservice@visitBerlin.de

Recipient / Sales partner (Please use block letters, *mandatory field)

Company name*

Customer ID (if existing)

Contact person*

Street*	Post / ZIP code & city*
Phone*	Fax
E-Mail*	VAT No.*

Comments/ additional delivery address:

Berlin WelcomeCard 2023 / Museumspass

Product	Sales price	Number
Berlin WelcomeCard AB 48 hrs	€ 25,00*	
Berlin WelcomeCard AB 72 hrs	€ 35,00*	
Berlin WelcomeCard AB 4 days	€ 43,00*	
Berlin WelcomeCard AB 5 days	€ 48,00*	
Berlin WelcomeCard AB 6 days	€ 53,00*	
Berlin WelcomeCard ABC 48 hrs	€ 30,00*	
Berlin WelcomeCard ABC 72 hrs	€ 40,00*	
Berlin WelcomeCard ABC 4 days	€ 47,00*	
Berlin WelcomeCard ABC 5 days	€ 52,00*	
Berlin WelcomeCard ABC 6 days	€ 56,00*	
Berlin WelcomeCard Museumsinsel AB 72 hrs	€ 53,00*	
Berlin WelcomeCard Museumsinsel ABC 72 hrs	€ 56,00*	
Museum Pass	€ 29,00*	
Museum Pass reduced	€ 14,50*	

(*) Negotiated tariff bound sales prices (gross) /piece. Selling the product is only permitted at the sales prices stated above.

- ✓ As a travel company you can purchase the Berlin Welcome Card with 10% discount by filling out the order form
- ✓ Berlin Welcome Cards delivery to the given address (e.g. Hotel)

I Commission

- ✓ **From 10 tickets sold per year, you will receive 10%.**
- ✓ **The maximum ticket number per year is 50.**

I Become a Partner!

I Your Benefits

- ✓ well-known brand
- ✓ attractive travel add-on for your guests
- ✓ show your guest that you are a Berlin expert
- ✓ easy implementation on your website

I Information & Service:

Berlin Tourismus & Kongress GmbH

Am Karlsbad 11, 10785 Berlin

Tel.: +49-(0)30-26 47 48-862

email: orderservice@visitBerlin.de